

Velocity Offers Pharma Companies **HIGH-DEFINITION BROADCAST EVENTS**

Velocity Broadcasting now offers a marketing solution that enables pharmaceutical companies to leverage peer-to-peer impact by presenting a nationwide or global message by a panel of key opinion leaders to thousands of medical professionals all at once through an immersive, interactive, custom high-definition (HD) television program.

Velocity's marketing model gives pharmaceutical companies and key opinion leaders (KOLs) the opportunity to introduce new clinical data, roll out next-generation products, and demonstrate procedures to a national or global audience of their peers.

Live broadcasts originate from Velocity's high-definition studios in Pittsburgh and are delivered via encrypted HD satellite to the advanced viewing environments of Velocity HD digital suites at restaurants, clubs, and hotels worldwide.

"Broadcast events produced by Velocity provide targeted access to medical professionals worldwide without the lost time and unnecessary costs



Pharmaceutical companies and KOLs now have the opportunity to introduce new clinical data, roll out next-generation products, and demonstrate cutting-edge procedures to a nationwide audience of their peers all in one evening, says Philip Elias.

associated with the traditional sales cycle, while virtually eliminating the massive carbon footprint generated by extensive travel," notes Philip Elias, Velocity's president and CEO.

"Our high-profile broadcast clients from the pharmaceutical and medical device sector understand the need for advanced immersive marketing, as well as the unprecedented ROI that private broadcasting consistently yields."

Broadcast clients also receive Velocity's Mind Over Matter business intelligence suite, which provides a real-time portal into audience attitudes, opinions, and knowledge.

Powered by an array of audience response tools and technology, Mind Over Matter enables clients to tap directly into the mindset of the audience, while also empowering audiences to question experts live on the air.